

# Visueller Ausdruck

---

## Tabellen und Diagramme optimieren

Tabellen-und-Diagramme-optimieren-Kompakt

HEALTHCARE MARKETING  
DR. UMBACH & PARTNER  
[www.umbachpartner.com](http://www.umbachpartner.com)  
Training + Consulting

© Healthcare Marketing Dr. Umbach & Partner [www.umbachpartner.com](http://www.umbachpartner.com) 1

---

---

---

---

---

---

---

---

---

# Klar Aussagekräftig Überzeugend

© Healthcare Marketing Dr. Umbach & Partner [www.umbachpartner.com](http://www.umbachpartner.com) 2

---

---

---

---

---

---

---

---

### Lokale Therapie der bakteriellen Vaginose: Signifikant weniger Resistenzen bei Metronidazol gegenüber Clindamycin\*

Schwarz-pigmentierte *Prevotella spp*

■ Metronidazol P=0.02   ■ Clindamycin P=0.5

Zeitpunkt	Metronidazol (%)	Clindamycin (%)
Baseline	~35	~40
7-12 Tage	~10	~25
35-45 Tage	~25	~35
70-90 Tage	~20	~35

---

---

---

---

---


---

---

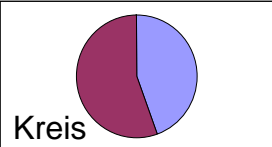
---

## Diagramm-Typ

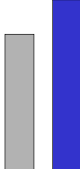
---



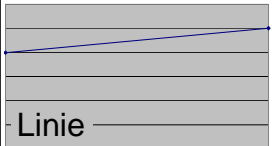
Balken



Kreis



Säulen



Linie

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 4

---

---

---

---

---

---

---

---

---

---

## Fallbeispiele

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 5

---

---

---

---

---

---

---

---

---

---

## Studienergebnis

---

Merkfähigkeit

50% der Patienten: Verbessert  
48% der Patienten: Gleich  
2% der Patienten: Verschlechtert

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 6

---

---

---

---

---

---

---


---

---

---

Merkfähigkeit

Verbessert	Gleich	Verschlechtert
50%	48%	2%

Spaltenbreite 

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 7

---

---

---

---

---


---

---

---

Merkfähigkeit

Verbessert	Gleich	Geringer
50%	48%	2%

Reihenfolge 

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 8

---

---

---

---

---


---

---

---

Merkfähigkeit

Geringer	Gleich	Verbessert
2%	48%	50%

Art der Darstellung 

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 9

---

---

---

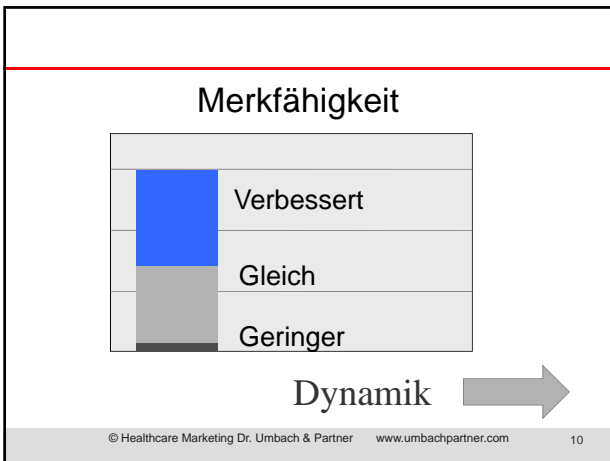
---

---

---

---

---



---

---

---

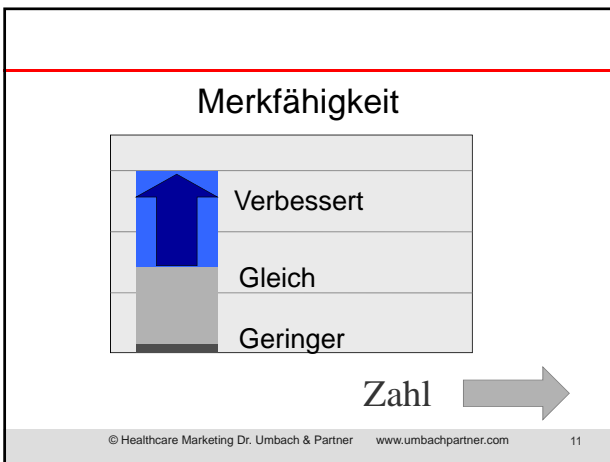
---

---

---

---

---



---

---

---

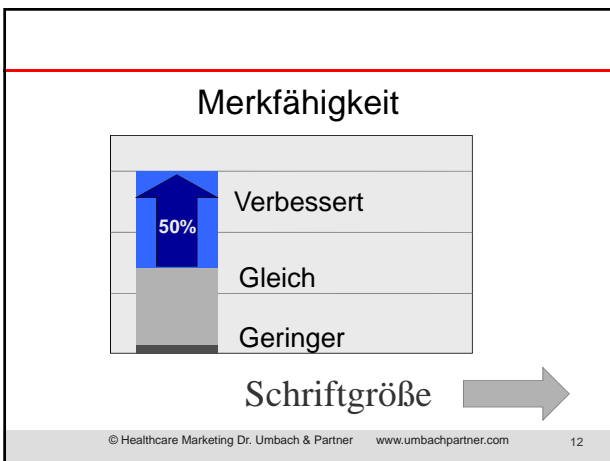
---

---

---

---

---



---

---

---

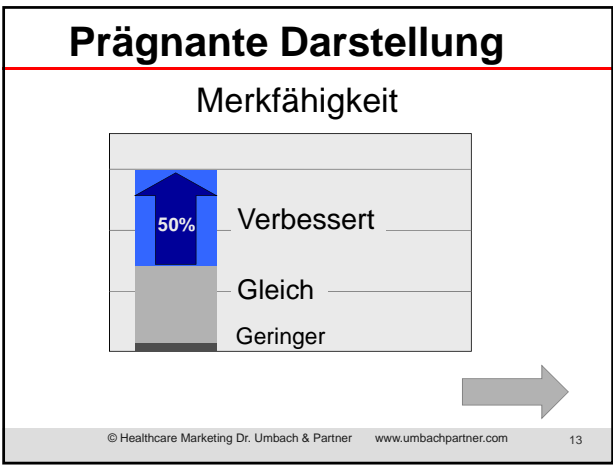
---

---

---

---

---



---

---

---

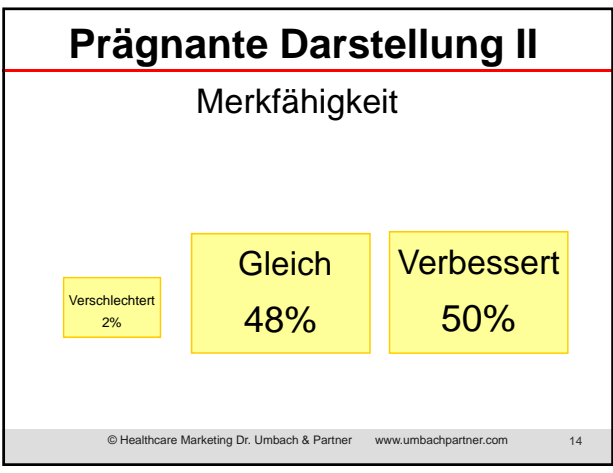
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## Studienergebnis

Substantin reduziert die Rezidivrate bei Herpes-Infektionen um 75%.

---

---

---

---

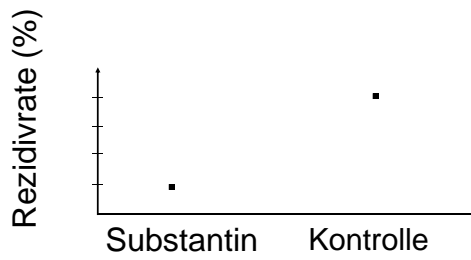
---

---

---

---

?



---

---

---

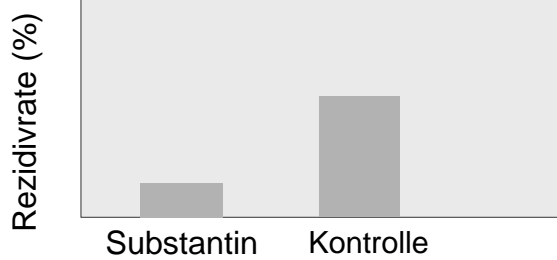
---

---

---

---

---



---

---

---

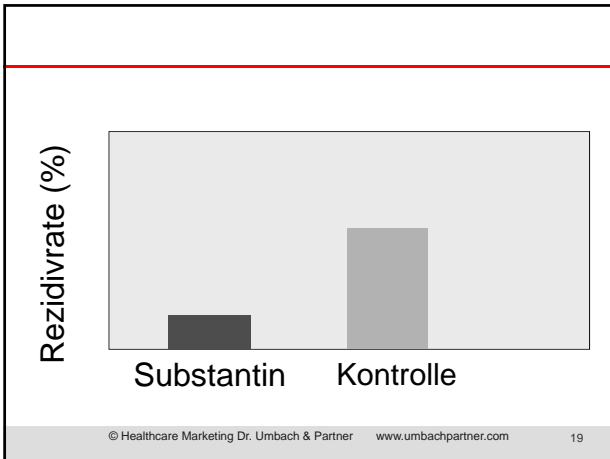
---

---

---

---

---



---

---

---

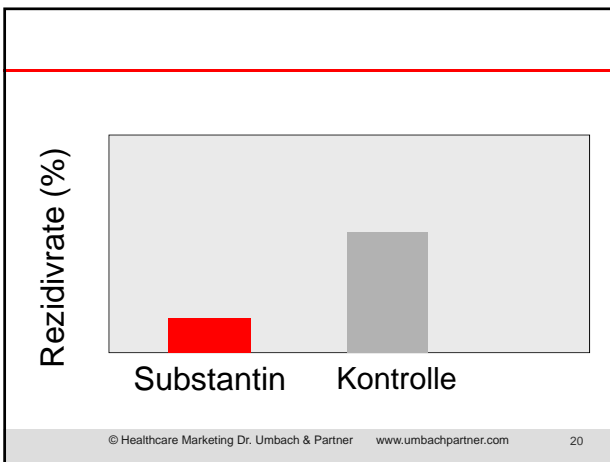
---

---

---

---

---



---

---

---

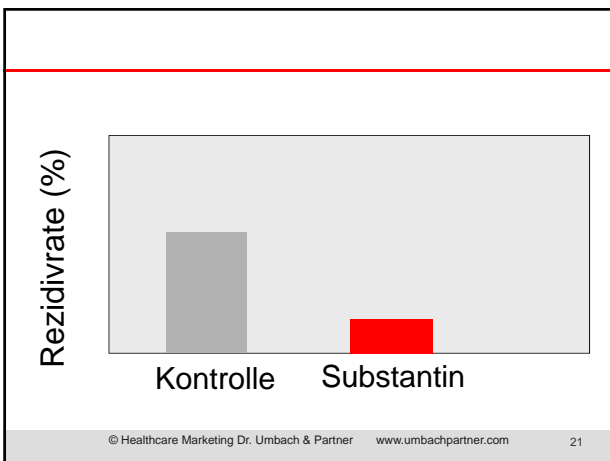
---

---

---

---

---



---

---

---

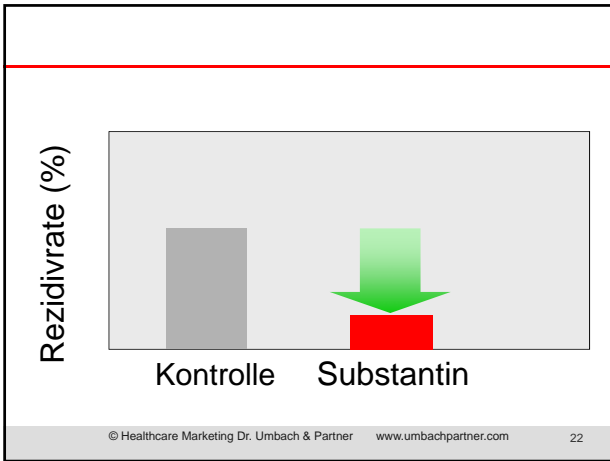
---

---

---

---

---



---

---

---

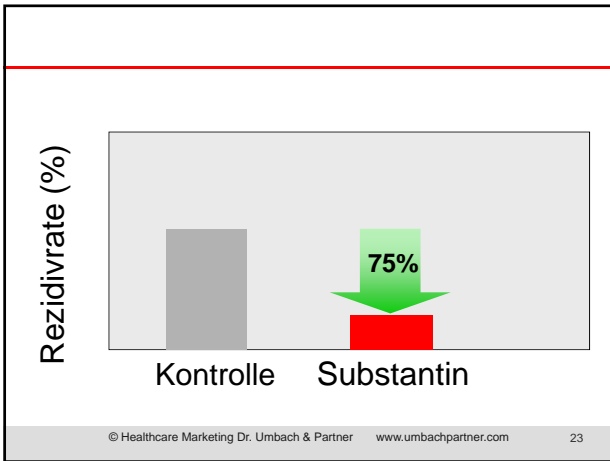
---

---

---

---

---



---

---

---

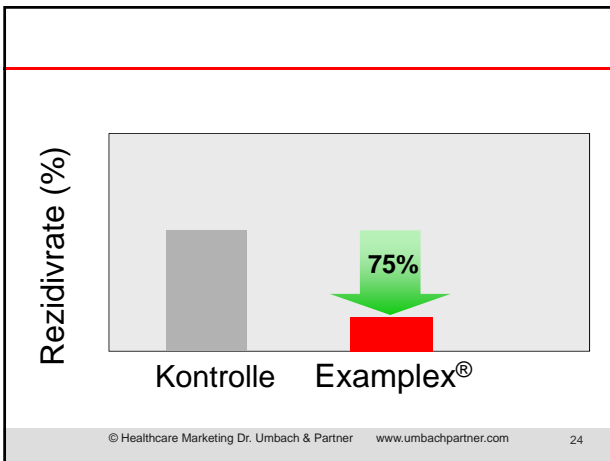
---

---

---

---

---



---

---

---

---

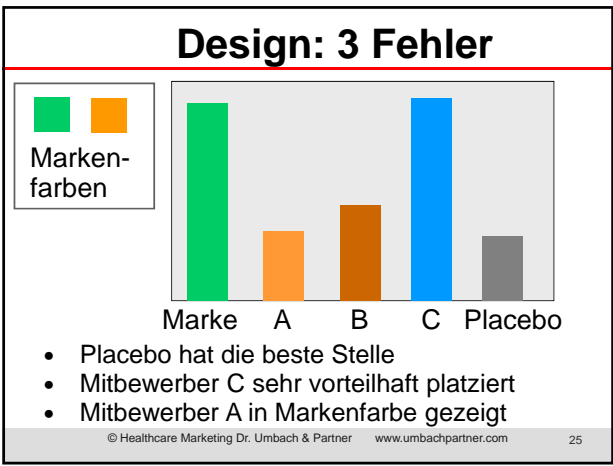
---

---

---

---





---

---

---

---

---

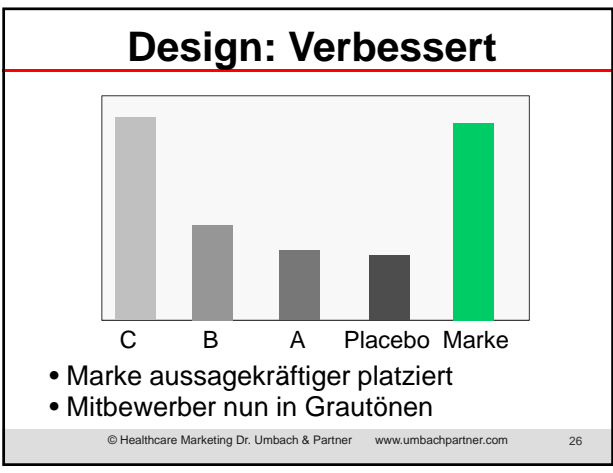
---

---

---

---

---



---

---

---

---

---

---

---

---

---

---

Link und Passwort  
➔ Login für Klienten  
[www.umbachpartner.com](http://www.umbachpartner.com)

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 27

---

---

---

---

---

---

---

---

---

---